

Buy Detail Report

Revision #: Date: 11/2/2012

Client:	Ben McAdams for Salt Lake County Mayor	Estimate:	456	Vendor:	KSL-TV	Send Billing To:	Love Communications
Media:	TV	Description:	Ben McAdams Mon-Tues TV addition		55 North 3rd West		546 S. 200 W
Product:	Mayor	Flight Start Date:	10/29/2012 05:00 AM				
Market:	Salt Lake City-Ogden	Flight End Date:	11/6/2012 04:59 AM		Salt Lake City, UT 84010-1160		Salt Lake City, UT 84101
Primary Demo:	Adults 25-64	Survey:	Nov11 DMA Nielsen Live+7	Contact:	Shannon Roberts	Phone:	801-519-8880
Separation between spots:	30	Buyer:	Amanda Chew	E-Mail:	shannon.roberts@ksl.com	Fax:	801-519-8884
				Phone:	801-575-5845		
				Fax:	801-575-5830		

Estimate Comments: This flight runs Sunday 11/04 through Tuesday EM. Thanks!

Line No	Daypart Program	STN Gross	STN Net	Dur	Wks 11/5	Total Spots	Adults 25-64 Rtg/CPP
KSL-TV							
4	Tu 6:00a- 7:00a KSL 5 NW TDY 2	\$275.00	\$233.75	30	1	1	2.5
							\$110.00
							\$93.50
					Total Spots:	1	
					Total GRP/GIMP(000):		2.5
					Total CPP/CPM:		2.5
							\$110.00
							\$93.50
Total Cost:		\$275.00	\$233.75			1	

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